

REMARKS

At the outset, the Examiner is thanked for the thorough review and consideration of the pending application. The final Office Action dated November 15, 2005, has been received and its contents carefully reviewed.

Claims 1-6 and 10-17 are rejected and claims 7-9 and 18-20 are objected to by the Examiner. Claims 1-20 remain pending in this application. Applicants wish to thank the Examiner for the indication that claims 7-9 and 18-20 contain allowable subject matter.

In the Office Action, claims 1-5, 11, 15 and 16 are rejected under 35 U.S.C. § 103(a) as being unpatentable over U.S. Patent No. 6,496,172 to Hirakata (hereinafter "Hirakata"). Claims 6 and 17 are rejected under 35 U.S.C. § 103(a) as being unpatentable over Hirakata in view of U.S. Patent No. 5,739,804 to Okumura (hereinafter "Okumura"). Claims 10 and 12-14 are rejected under 35 U.S.C. § 103(a) as being unpatentable over Hirakata in view of U.S. Patent No. 6,271,816 to Jeong et al. (hereinafter "Jeong").

The rejection of claims 1-5, 11, and 15-16 is respectfully traversed and reconsideration is requested. Claims 1-4 are allowable over the cited references in that each of these claims recites a combination of elements including, for example, "allowing pixels outside the at least one pixel block to respond to data signals having a polarity contrary to pixels adjacently arranged at left and right sides thereof." Claim 5 is allowable over the cited references in that this claim recites a combination of elements including, for example, "second signal supplying means for applying data signals to pixels outside the at least one pixel block, wherein the applied data signals have a polarity contrary to data signals applied to pixels adjacently arranged at left and right sides thereof and also arranged outside the at least one pixel block." Claims 11 and 15 are allowable over the cited references in that each of these claims recites a combination of elements including, for example, "applying video signals to at least one second plurality of consecutively arranged data lines such that video signals having opposite polarities are applied to pixels adjacent each other along a gate line direction, wherein data lines within the at least one second plurality of consecutively arranged data lines are not included within the at least one first plurality of consecutively arranged data lines." Claim 16 is allowable over the cited references in that this

claim recites a combination of elements including, for example, "second signal supplying means for applying video signals to at least one second plurality of consecutively arranged data lines such that video signals having opposite polarities are applied to pixels adjacent each other along a gate line direction, wherein data lines within the at least one second plurality of consecutively arranged data lines are not included within the at least one first plurality of consecutively arranged data lines." Hirakata does not teach or suggest at least these features of the claimed invention.

In the present invention there is a first block of at least two columns in which adjacent pixels along the rows of the block have the same polarity. Outside of this block of columns, each pixel has a polarity opposite to each adjacent pixel along its row, that is, the polarity alternates along the row for these columns. This is not the case in Hirakata. As seen in Figs. 17A and 17B as cited by the Examiner, while there are columns that have pixels with the same polarity as an adjacent pixel along the row, there are no columns where both adjacent pixels along the row have a different polarity. In Figs. 17A and 17B, along a row, the polarity alternates for each pair of columns. In the present invention, outside the first block of columns, the polarity alternates for each pixel. Therefore, Hirakata fails to teach the above identified features of the present invention. Accordingly, claims 1-5 and 11, and 15-16 are allowable over Hirakata.

Further claims 6, 10, 12, 13, 14, and 17 are allowable over Hirakata for the same reasons as discussed above with respect to claims 1-5, 11, and 15-16. Neither Okumura or Jeong cure the defects of Hirakata, so claims 6, 10, 12, 13, 14, and 17 are allowable as well.

Applicants believe the foregoing remarks place the application in condition for allowance and early, favorable action is respectfully solicited.

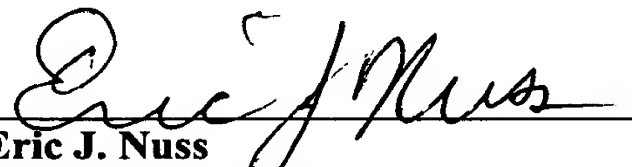
If for any reason the Examiner finds the application other than in condition for allowance, the Examiner is requested to call the undersigned attorney at (202) 496-7500 to discuss the steps necessary for placing the application in condition for allowance. All correspondence should continue to be sent to the below-listed address.

If these papers are not considered timely filed by the Patent and Trademark Office, then a petition is hereby made under 37 C.F.R. § 1.136, and any additional fees required under 37

C.F.R. § 1.136 for any necessary extension of time, or any other fees required to complete the filing of this response, may be charged to Deposit Account No. 50-0911. Please credit any overpayment to deposit Account No. 50-0911. *A duplicate copy of this sheet is enclosed.*

Respectfully submitted,

Dated: February 15, 2006

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